

«Small towns want be forever young - how to keep young people in small towns include immigrants and become desirable place to live»

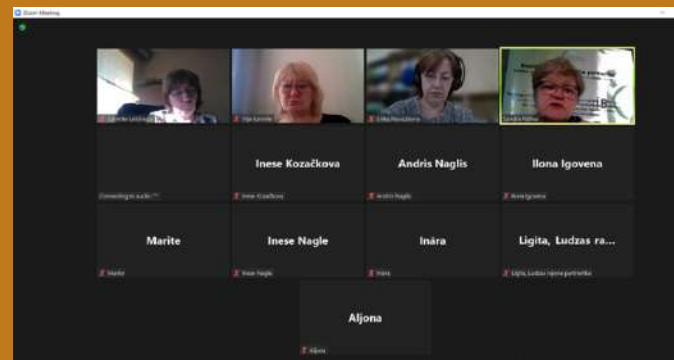
Ludza District Partnership, Latvia

Ploeuc-L'Hermitage, 14/03/2022



Local debates

- Council meeting
- Representatives of local municipalities
- Discussions in a free way
- local young entrepreneurs were surveyed





"The main thing is not to be afraid. We all doubt and fear ourselves, but it is normal and humane," says Zanda Trukšāne, a spice and tea producer in Ludza.

"You don't have to prove anything around you. All you have to do is prove to yourself that you can do something and fulfill your goal," Zanda is convinced.

"It is family work. There are our families here who support us very much," emphasizes Zanda.

"We do and work in Latvia. This is my place where I grew up. I love my land very much."

The Latvian inspiration story website TUESI.LV offers stories from enterprising young people in our territory

"If a person wants to work, he can find a job anywhere. The unemployment problem here is not as big as it is shown. We all want to earn a lot, but we don't want to work to the end. People need to change their attitudes towards work," says Marita Joņina, berry grower.

"The strongest will simply remain - those who will want to work, who will want to do something themselves, who will not wait for someone to give them something and pull them out in the sun. There will be those who will be willing to change something in their lives and say, "Go, do it!", laughs Marita.



"The nice thing is that I can provide myself with work and customers are waiting in line. I can pay all taxes and rent a room like an honest Latvian - without cheating or cheating on anything," says fashion designer Gunta Nagle in Kārsava.

"As long as there are people, there will be towns and there will be countryside."

"If people looked a little wider, worked harder, thought more about their own happiness than the happiness of others, solved their problems more than the problems of others, all people would be much happier and move forward more. It is a wish for everyone to live their own life."



Renāte and Artūrs Kaupuži

- Farm - a way of spending free time.
- Main work - nature expert, environmental protection projects and soldier in the National Armed Forces
- Came to live in the countryside, for them it was a pity to leave this place, which is family home.
- Always knew that will live in the countryside.

"You will be able to survive if you are in a place where you feel good and happy".

In the summer season, the nature farm "Ošumājas" can go on an exploratory walk through natural pastures, where wild horses and cattle graze. You can also get to know the diversity of grasslands, see rare protected plants and collect grasses.

Plans for the future - to establish a nature knowledge center on the farm





Competition LAUKIEM BŪT (The countryside to be!)

Latvian Rural Advisory and Training Centre

The aim is to support the start-up of young people in rural areas by providing entrepreneurship-related knowledge through an intensive training course and a money prize that can be used to implement a business idea through a competition for young entrepreneurs. The "the countryside to be!" competition is aimed at young people, young entrepreneurs and newcomers in the countryside between the ages of 18 and 40, who have a ready-made business idea and want to develop and implement it in the near future.

Tasks:

- to train young people in generating and analyzing ideas, creating a business plan and developing projects;
- to help young people implement their ideas in the form of counseling, theoretical and practical lessons;
- to encourage the creation of new businesses in rural areas by organizing a competition for young entrepreneurs and rewarding the best ideas with money prizes.

Includes:

information / experience exchange day
"The countryside to be!" 5 days of training;
closing / presentation day;
individual cooperation;
competition "The countryside to be!".

Beāte Narnicka photo





Survey

Survey of young entrepreneurs "Why did I choose to do business in the countryside or in a small town"?

1. I am an entrepreneur

* Under 30 years

* Aged 31-40

2. Gender

* women

* man

3. Industry _____

4. Why did I choose to do business in the countryside or in a small town? /

Please write more /

* family _____

* property _____

* other _____

Jauno uzņēmēju aptauja "Kāpēc
izvēlējos uzņēmējdarbību laukos vai
mazpilsētā"?

 ludzapartnership@gmail.com (nav kopīgots)
[Pārslēgt kontu](#)

* Nepieciešams

Esmu uzņēmējs *

☐ Vecumā līdz 30 gadiem

☐ Vecumā līdz 31- 40 gadiem

Dzimums *

☐ Sieviete

☐ Vīrietis

Nozare *

Jūsu atbilde

Kāpēc izvēlējos uzņēmējdarbību laukos vai mazpilsētā?/ lūdzu
uzrakstiet plašāk/ (ģimene, īpašums, cits) *

Jūsu atbilde

Iesniegt

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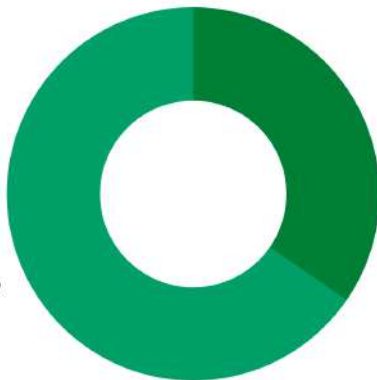
Industries represented



Results

→ The **26 young people (From 56 projects)** who have submitted LEADER projects in our area of operation have been interviewed

- ◆ **9 - entrepreneurs under 30 years**
- ◆ **17 - entrepreneur aged 31-40**



Entrepreneurs under 30 years
34.6%

Entrepreneurs aged 31-40
65.4%



Accommodation in guest houses and other short - stay accommodation

Hairdressing and other beauty treatment

Forestry and other forestry activities

recreational and leisure activities

Renting and leasing of recreational and sports goods

Processing of agricultural products

Crafts

Tour operator services

Freight transport by road

Specialized medical practice

Restaurants and mobile food service activities

woodworking

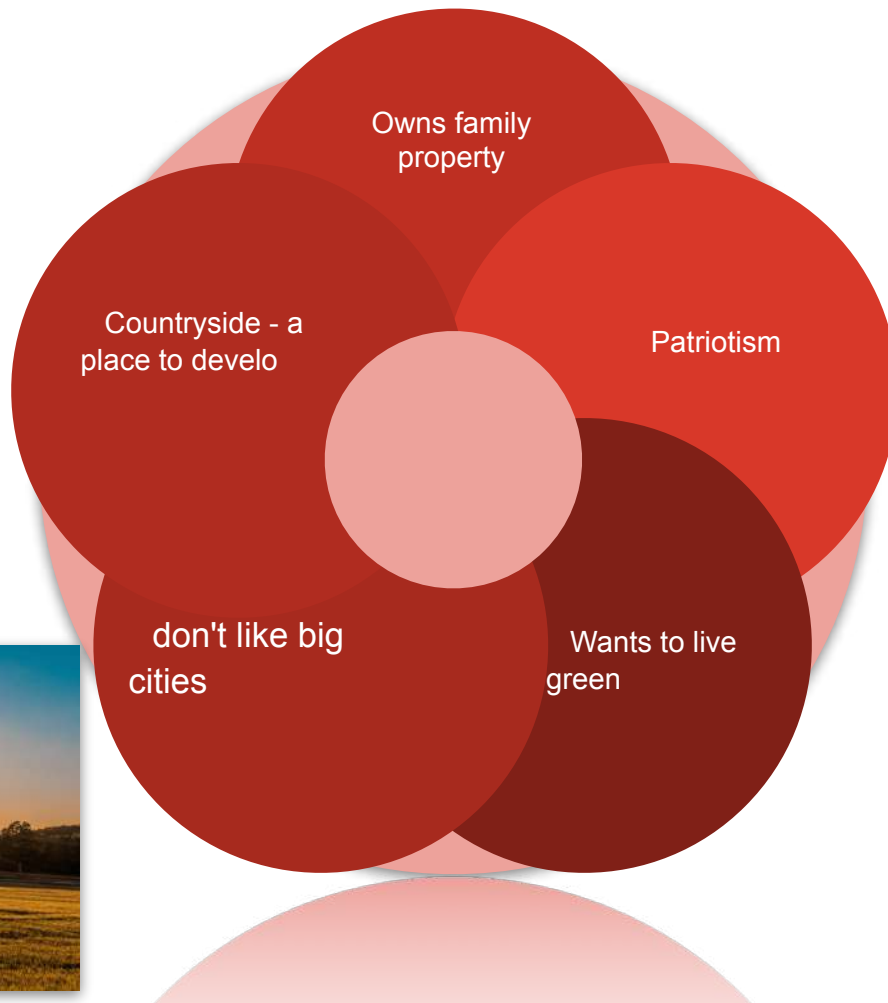
exercise machines - sports

Car wash





**Why choose to do
business in the
countryside or in a small
town?**



Conclusions



- Rural areas and small towns need strong, conscientious and knowledgeable young people. Only then will the small towns have a future.
- Young people habits are changing. More and more young people would like to live and work in their place of origin if they had a job. But here is a solution - start your own business in the countryside. If there were jobs in rural and small towns, young people would leave even less. Much support in this area is EU support, including the LEADER program.



Thank You!

